

AMENDMENTS TO THE CLAIMS

Please amend the Claims as follows. Insertions are shown underlined while deletions are ~~struck through~~.

1. (currently amended): A method for ~~attracting, increasing, or retaining~~ preparing ~~customized customer interest and loyalty in products of a particular business~~ product packaging by varying images appearing on packages of products, said method comprising:

a ~~selecting a size of a group of packages that the consumer will purchase or use without the consumer seeing the same image repeated;~~

b ~~determining a size of a group of different images to be placed on the group of packages, the size of said group of different images being a function of the size of the group of packages;~~

c ~~selecting different images equal in number to size of the group of different images; and~~

d ~~preparing the group of packages by placing one image from the group of different images on one package, and continuing by placing another image from the group of different images on another package, and further continuing likewise until every image of the group of different images has been placed on one package, such that each image from the group of different images appears at least once on a package, and no package bears more than one image from the group of different images, whereby, it statistically likely to a degree acceptable to the user of the method that the images appearing on each package in the group of packages are different.~~

2. (previously presented) The method of Claim 1, wherein the method additionally comprises preparing more than one group of said packages at a time.

3. (currently amended): The method of Claim 1, wherein the images in the group of different images are changed periodically after a selected time period.

4. (currently amended): The method of Claim 1, wherein the method additionally comprises:

a ~~using the method of claim 1 to producing a group of individual packages;~~
and

b ~~assembling a consumer package by placing at least two packages from the group of individual packages into said consumer package;~~

whereby, each individual package in the consumer package will ~~likely~~ appear to the consumer to bear different images.

5. (currently amended): The method of claim 4, wherein the method additionally comprises placing at least three individual packages into said consumer package in a random visual order,
whereby, ~~the~~ such individual packages in the consumer package will ~~likely~~ appear to the consumer to bear a different form a random image at each consumer's purchase.

6. (currently amended): The method of claim 1, wherein the method additionally comprises:

- a ~~using the method of claim 1 to produce producing a group of consumer packages; and~~
- b ~~assembling a carton by placing at least two packages from the group of consumer packages into said carton;~~

whereby, each consumer package in the carton will appear to the consumer to bear different images at each consumer's purchase.

7. (currently amended): The method of claim 6, wherein the method additionally comprises placing at least three consumer packages into said carton in a random visual order, whereby, the individual consumer packages in the carton will ~~likely form~~ appear to the consumer to bear a different image at each consumer's purchase.

8. (currently amended): The method of claim 1, wherein the size of a group of packages that the consumer will see without seeing the same image repeated is determined by

- a selecting a period of time, ~~as a purchasing or use cycle~~ for which non-repetition is desired; and
- b determining a typical number of packages purchased or used by the consumer over the selected period of time, which becomes the size of the group of packages.

9. (currently amended): A method as claimed in claim 1, ~~for attracting, increasing, or retaining customer interest and loyalty in products of a particular business by varying images appearing on a packages of products,~~ said method further comprising:

a selecting a period of time, ~~as a purchasing or use cycle~~, for which it is desired that the consumer not see the same image repeated; and

~~b selecting a size of a group of individual packages of the products to be contained in a consumer package;~~

e determining a size of a group of consumer packages that the consumer will purchase or use during the period of time;

~~d determining a size of a group of different images to be placed on the group of individual packages, the size of said group of different images being a function of the size of the group of individual packages;~~

~~e selecting different images equal in number to size of the group of different images;~~

f wherein in step (b), the size of said group is also a function of the size of the group of consumer package that the consumer will purchase or use during the period of time. ~~preparing sufficient groups of individual packages to fill the group of consumer packages, each of said group of individual packages being prepared by placing one image from the group of different images on one individual package, and continuing by placing another image from the group of different images on another individual package, and further continuing likewise until every image of the group of different images has been placed on one individual package, such that each image from the group of different images appears at least once on an individual package, and no individual package bears more than one image from the group of different images;-~~

~~g filling the group of consumer packages by placing a quantity of individual packages equal in number to the size of the group of individual packages into one consumer package, and continuing by placing another quantity of individual packages equal in number to the size of the group of individual packages in another consumer package, and further continuing likewise until every consumer package in the group of consumer packages is filled;~~

~~whereby, it is statistically likely to a degree acceptable to the user of the method that the images appearing on each individual package contained within a consumer package are different from the images appearing any individual package contained in any other consumer package in the group of consumer packages.~~

10. (previously presented) The method of Claim 9, wherein the method additionally comprises filling more than one group of consumer packages at a time.

11. (currently amended): The method of Claim 9, wherein the images from the group of different images are changed periodically after a selected time period.

12. (canceled)

13. (currently amended): The method of claim 12, wherein the method additionally comprises filling more than one group of consumer packages at a time.

14. (currently amended): The method of claim 12, wherein the method additionally comprises assembling a carton by placing at least two packages randomly selected from the group of consumer packages into said carton, whereby, each consumer package in the carton will likely appear to the consumer to bear a different image at each consumer's purchase.

15. (currently amended): The method of claim 14, wherein the method additionally comprises placing at least three consumer packages into said carton in a random visual order, whereby the individual consumer packages in the carton will likely appear to the consumer to bear a different form a random image at each consumer's purchase.

16. (currently amended): The method of Claim 12, wherein the first group of images is changed periodically after a selected time period.

17. (currently amended): The method of Claim 12, wherein the second group of images is changed periodically after a selected time period.

18. (currently amended): Packages of products producible by a made according the method of claim 1 for preparing customized product packaging by varying images appearing on packages of products, said method comprising:

a selecting a size of a group of packages that the consumer will purchase or use without the consumer seeing the same image repeated;

b determining a size of a group of different images to be placed on the group of packages, the size of said group of different images being a function of the size of the group of packages;

c selecting different images equal in number to size of the group of different images; and

d preparing the group of packages by placing one image randomly selected from the group of different images on one package, and continuing by placing another image

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randomly selected from the group of different images on another package, and further continuing likewise until the size of package selected in step (a) is complete.

~~whereby, it appears to the consumer that most of the images appearing on each package in the group of packages are different.~~

19.-20.(canceled)

21. (new) The method of claim 1, wherein the period of time repeated is a purchasing or use cycle.